

## CLAIMS

What is claimed is:

1. A method of promoting business comprising:

purchasing goodwill from a candidate thereby providing income for use in

5 developing a business.

2. The method of claim 1 further comprising selling a business plan template to the candidate.

10 3. The method of claim 1 wherein the step of purchasing goodwill from the candidate is conditioned upon the candidate executing a pledge.

4. The method of claim 3 wherein the pledge declares that the candidate will make a bona fide effort to start a business.

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5. The method of claim 1 further comprising selling a plurality of business plan templates to a plurality of individuals.

6. The method of claim 5 further comprising selecting from said plurality of individuals  
20 to whom business plan templates were sold one or more candidates from whom the goodwill will be purchased.

7. The method of claim 6 further comprising requiring individuals to execute a pledge prior to purchasing the goodwill therefrom.

8. The method of claim 1 further comprising conditioning the step of purchasing upon  
5 execution of a contract between the candidate and an entity performing the purchasing.

9. The method of claim 8 wherein conditioning the step of purchasing upon execution of a contract comprises conditioning the step of purchasing upon execution of a contract requiring a revenue stream to be paid to the entity performing the purchasing.

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10. The method of claim 9 wherein said revenue stream has a five-year term.

11. The method of claim 5 wherein selling a plurality of business plan templates to a plurality of individuals comprises selling said business plan templates over the Internet.

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12. The method of claim 5 wherein selling a plurality of business plan templates to a plurality of individuals comprises selling said business plan templates through the mail.

13. The method of claim 1 wherein purchasing goodwill from a candidate comprises  
20 purchasing goodwill with a check.

14. The method of claim 1 wherein purchasing goodwill from a candidate comprises withholding income tax incurred by said income.

15. The method of claim 1 wherein purchasing goodwill from a candidate thereby providing income for use in developing a business comprises purchasing from a candidate from a predetermined geographic area.

5 16. The method of claim 15 further comprising conditioning the step of purchasing goodwill on the candidate starting a business within said predetermined geographic area.

17. A method of promoting business within a predetermined geographical area, comprising:

10       selling business plan templates to individuals for a predetermined amount of time;  
          offering the individuals an opportunity to make a pledge to promote business within the predetermined geographical area;  
          collecting identifying information about individuals that have bought a business plan template and made the pledge thereby forming a pool of candidates;  
15       selecting one or more candidates from said pool; and  
          purchasing goodwill from said one or more candidates from said pool thereby providing income for use in developing a business.

18. The method of claim 17 further comprising conditioning the step of purchasing  
20 goodwill upon execution of a contract.

19. The method of claim 18 wherein conditioning the step of purchasing goodwill upon execution of a contract comprises executing a contract obligating the candidate to start a business within the predetermined geographic area.

5 20. The method of claim 18 wherein conditioning the step of purchasing goodwill upon execution of a contract comprises executing a contract obligating the candidate to pay a revenue stream to the purchaser.

10 21. The method of claim 17 further comprising using at least a portion of revenue from the sale of business plan templates to fund the purchasing of the goodwill.

22. A method of promoting business comprising:

purchasing goodwill from an individual's nascent business thereby providing income for use in developing the business.

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23. A method of starting a business, comprising:

purchasing a business plan template from a service provider;

making a pledge to the service provider to make a bona fide effort to start a business;

20 entering into a pool of candidates who have likewise purchased business plan templates and made the pledge;

being selected from said pool of candidates; and

contracting with the service provider to receive a sum of money in exchange for the goodwill of the business.

24. A method of helping entities start a business, comprising:

5       selling a good or service;

          receiving pledges from entities that have purchased the good or service and are willing to contract to have the possibility for the entities to receive start up money to start the business;

          selecting at least one of the entities to receive the start up money;

10       contracting with the at least one of the entities such that the at least one of the entities receives start up money; and

          receiving goodwill from the entity.